

Midweek Microlearning - Academic Career Design: Elevate Your Brand

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Professor, Neurology

*Director, JH L.A.D. Academy for
Academic Career Design
Programs and Portfolios*

In 10 minutes, you will learn how to:

- Define the need for academic professional branding
- Easy steps to define your professional brand

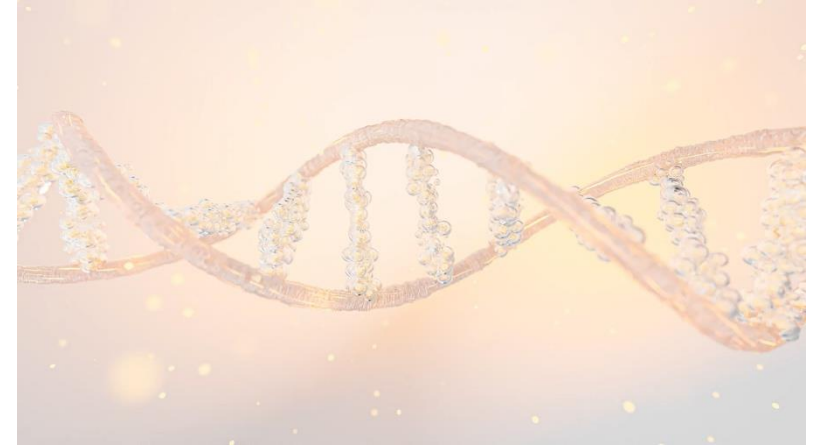
Design Your Academic Brand Fast

Why it matters

- Your professional brand exists

Design, not promotion

- It is professional stewardship: aligns what you care about, what you do, & how others encounter your work



Why Your Academic Brand Matters

Branding reduces ambiguity

- People use quick impressions to identify experts
- Your brand is a clear snapshot of what you do & why it matters

Visibility creates opportunity

- A focused narrative helps others remember & recommend you
- **It's clarity - not self-promotion**

It guides your decisions

- Align opportunities & decline those that dilute
- Treat profiles and bios as strategic investments

Focus, Audience, Impact



Leadership Advancement
and Development Academy



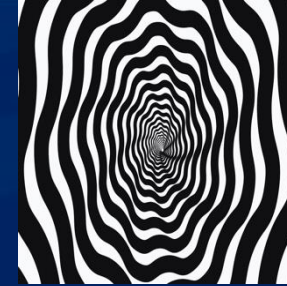
Focus

Define the central problems, questions, or themes that connect your work



Audience

Name who should remember you



Impact

Explain why the work matters now – linking scholarship to scientific, clinical, educational, or societal needs

Strategic Visibility, Not Self-Promotion

- **Reframe what “being visible” means**
- **Choose channels with intention**
- **Consistency beats constant output**

Faculty Expert Profile

Rachel Salas
Professor of Neurology

Expertise
sleep, restless legs syndrome, insomnia

Affiliations
School of Nursing
Johns Hopkins Medicine

Dr. Salas is a Professor in the Department of Neurology at Johns Hopkins Medicine, with a joint appointment in the School of Nursing. Dr. Salas holds the positions of Assistant Medical Director and Director of Ambulatory Sleep Services at the Johns Hopkins Center for Sleep and Wellness.

Currently, she is the Director of the Johns Hopkins Provost's Leadership, Advancement & Development Academy (L.A.D. Academy) Early-Career Program Portfolios. For over a decade, Dr. Salas has served as the Director of the Neurology Clerkship, exemplifying her dedication to shaping the education and training of future health care professionals. In addition, she is the Chair of the Undergraduate Education Subcommittee for the American Academy of Neurology and an executive member of the Alliance for Clinical Education. She has also made significant contributions to interprofessional education as the former director of Interprofessional Education and Collaborative Practice for the School of Medicine at Johns Hopkins.

Dr. Salas is an accomplished academic and clinician offering specialized coaching for faculty and clinicians looking to leverage their strengths in their careers and personal lives. Her coaching, branded as "Academic Career Design," is uniquely tailored to the needs of academic professionals.

Dr. Rachel Salas is a renowned sleep neurologist and educator at Johns Hopkins Medicine, with clinical and research expertise in sleep disorders. Recognized as a Top Doctor in Baltimore for several years, Dr. Salas specializes in innovative approaches to sleep health, particularly in ambulatory care settings. As a distinguished academic, she is deeply involved in mentoring and coaching faculty and clinicians through her "Academic Career Design" program, uniquely tailored to the professional development needs of academic and clinical professionals. Dr. Salas is available to discuss topics related to sleep medicine, brain health, academic career design coaching, and professional growth in healthcare.

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Online Profiles: Clear Narrative

Make a fast first impression

- Profiles are often the 1st touchpoints

Align across platforms

- Keep consistent

Maintain

- Prioritize accuracy over comprehensiveness
- outdated profiles can signal disengagement

Two-Minute Brand Reflection

Prompt 1: Intention vs. perception

Imagine someone describing your work after a ten-second introduction. What do they say & what's missing?

Prompt 2: Do your materials support it?

Check your profile, bio, and recent materials. Do they reinforce the message or unintentionally undermine it?

Two-Minute Brand Reflection

One small action this week

- Choose one concrete step (eg, update a headline, revise one bio sentence, or align language across platforms) to build momentum
- This reflection reinforces that branding begins with self-awareness & positions you as the active designer of your professional narrative

Design Your Brand Over Time

- Your professional brand already exists
- Intentional design helps you shape it with purpose through clear language, current profiles, & opportunities that align with your goals
- Branding is an ongoing practice, not a one-time task
- As your scholarship & career priorities evolve, your narrative can evolve too

Wrap-up—Key Takeaways & Next Step

- Professional branding is a strategic investment
- Do the action you reflected upon in the exercise in today's session this week
- Interested in more? Check out youtube video

Contact us at: JHLADAcademy@jh.edu